wybc 640 ON YOUR DIAL

YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE 5-6284

November 29, 1949.

YALE BASKETBALL NETWORK

STANDARD BROADCASTING PROCEDURE

BROADCAST TIME: 8:40 Eastern Standard Time
This is subject to change for various games. Individual stations will be informed at least 24 hours in advance if there are any changes.

SPONSORSHIP: Sponsorship of games will be on an individual station basis only. Commercials will be aired from the actual station involved, with the exception of WYBC, whose commercials will be done by the sportscasters. ALL COMMERCIAL COPY MUST BE CLEARED THROUGH THE YALE ATHLETIC ASSOCIATION, office of Mr. Perkins, PRIOR TO BROADCAST TIME. Individual stations will be responsible for clearing their own commercial copy.

BROADCAST PROCEDURE

1) OPENING

00:00 Sportscaster: "IT'S ANOTHER YALE BASKETBALL NETWORK SPORTS PRESENTATION."
(Then sportscaster will fill until 00:15, concluding with the following cue:)
"-----TONIGHT'S GAME BETWEEN YALE AND _____."

00:15 (Local cut-in for one minute)

01:15 Sportscaster: (Continue with lineups, color and play-by-play broadcast.)

2) FIRST HALF

During the first half there will be two cut-ins, the second of which will include a station break. The first cut-in will occur between 8:50 P.M. and 9:00 P.M. during a time out. It w ill be thirty seconds (0:30) in duration and will be cued with the following:

Sportscaster: "AND SO WITH ___ MINUTES GONE/LEFT TO PLAY/ IN THE FIRST HALF, THE SCORE IS (YALE) (22), (HARVARD) (20).

The second cut-in of the first half will include a station break, and will occur between 9:00 P.M. and 9:10 P.M. It will be one minute and ten seconds (1:10) in duration and will be cued with the following:

Sportscaster: "WE PAUSE NOW FOR STATION IDENTIFICATION. THIS IS THE YALE BASKETBALL NETWORK."

3) HALF-TIME PROCEDURE

It is expected that the first half will generally end between 9:15 P.M. and 9:25 P.M. The sportscasters will stay on the air throughout the half-time intermission with interview s of sportswriter and other sports personalities. During this time there will be one cut-in for a station break and a commercial which will occur as close to the beginning of the second half as possible. It will be one minute and ten seconds (1:10) in duration and will be cued with the following:

Sportscaster: "WE PAUSE NOW FOR STATION IDENTIFICATION.
THIS IS THE YALE BASKETBALL NETWORK."

4) SECOND HALF

There will also be two cut-ins during the second, the second of which will include a station break.

The first cut-in will occur between 9:35 P.M. and 9:45 P.M. during a time out. It will be thirty seconds (0:30) in duration and will be cued with the following:

Sportscaster: "AND SO WITH__ MINUTES GONE/LEFT TO PLAY/ IN THE SECOND HALF,
THE SCORE IS (YALE) (53), (HARVARD) (50).

The second cut-in of the second half will include a station break and will occur between 9:45 P.M. and 9:55 P.M. It will be one minute and ten seconds (1:10) in duration and will be cued with the following:

Sportscaster: "WE PAUSE NOW FOR STATION IDENTIFICATION.
THIS IS THE YALE BASKETBALL NETWORK."

5) CLOSING

There will be a cut-in immediately upon completion of the game. It will be one minute (1:00) in duration and will be cued with the following:

Sportscaster: "AND SO THIS GAME ENDS WITH THE FINAL SCORE (YALE) (65),
(HARVARD) (60).
WE'LL HAVE THE STATISTICS IN JUST A MOMENT."

(Local cut-in for one minute)

Sportscaster: (Give statistics and final wrap-up, concluding with the following cue:
"THIS IS_____, SPEAKING FOR _____AND MYSELF,
SAYING SO LONG FROM THE PAYNE-WHITNEY GYMNASIUM AND NOW
BACK TO OUR STUDIOS FOR THE TIME AND DATE OF THE NEXT
BASKETBALL BROADCAST OVER THIS STATION."

The second cut-in of the first half will include a station break, and will occur between 9:00 P.M. and 9:10 P.M. It will be one minute and ten seconds (1:10) in duration and will be cued with the following:

Sportscaster: "WE PAUSE NOW FOR STATION IDENTIFICATION. THIS IS THE YALE BASKETBALL NETWORK."

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The first cut-in will occur between 9:35 P.M. and 9:45 P.M. during a time out. It will be thirty seconds (0:30) in duration and will be cued with the following:

Sportscaster: "AND SO WITH__ MINUTES GONE/LEFT TO PLAY/ IN THE SECOND HALF,
THE SCORE IS (YALE) (53), (HARVARD) (50).

The second cut-in of the second half will include a station break and will occur between 9:45 P.M. and 9:55 P.M. It will be one minute and ten seconds (1:10) in duration and will be cued with the following:

Sportscaster: "WE PAUSE NOW FOR STATION IDENTIFICATION.
THIS IS THE YALE BASKETBALL NETWORK."

5) CLOSING

There will be a cut-in immediately upon completion of the game. It will be one minute (1:00) in duration and will be cued with the following:

Sportscaster: "AND SO THIS GAME ENDS WITH THE FINAL SCORE (YALE) (65),
(HARVARD) (60).
WE'LL HAVE THE STATISTICS IN JUST A MOMENT."

(Local cut-in for one minute)

Sportscaster: (Give statistics and final wrap-up, concluding with the following cue:
"THIS IS_____, SPEAKING FOR _____AND MYSELF,
SAYING SO LONG FROM THE PAYNE-WHITNEY GYMNASIUM AND NOW
BACK TO OUR STUDIOS FOR THE TIME AND DATE OF THE NEXT
BASKETBALL BROADCAST OVER THIS STATION."

Local announcer: "NEXT (SATURDAY) at (8:40) (SPONSOR OR STATION) WILL BRING YOU THE PLAY-BY-PLAY BROADCAST OF THE GAME BETWEEN YALE AND _____.
THIS IS THE YALE BASKETBALL NETWORK."

Please note

In the event that WYBC carries the games on a sustaining basis, the sportscaster will provide color during the cut-ins. In this case it is permissible for the individual stations to carry the complete broadcast, cutting out only for station breaks, which will be ten seconds (0:10) in duration immediately following the network cue.

It is possible that the sportscasters may deviate very slightly from the cues which are written in this procedure sheet. This is due only to the exigencies of sports broadcasting. The cues will, however, be obvious enough to the local announcers.

The sportscasters will be Joe Smith '50 and Don Usher '50.

Every effort will be made by this department to adhere to the above procedure to assure good production for all concerned. All Stations are cautioned to have an emergency musical fill ready.

Howard Eaton, Jr.
Ass't. Program Director.